



Embedding 'Working Backwards' as a discipline

MEDTECH · PR-FAQ DISCIPLINE

RESULT

A rough brief becomes a polished, on-method PR-FAQ — without scaling the effort.

THE CHALLENGE

Adopt Amazon's PR-FAQ method as the standard way to frame every initiative — and make it low-friction enough to use consistently, at scale.

HOW AI WAS USED

- Drafted full press releases from rough product briefs using the Working Backwards structure — outcome, problem, solution first.
- Generated complete FAQ sets — or just the question banks when the team wanted to write the answers themselves.
- Built a reusable one-page PR-FAQ slide template on the team's design system, turning any brief into a consistent one-pager.
- Moved fluidly between formats — Word for the releases, on-brand slides for the summaries.

WHAT IT PRODUCED

Multiple PR-FAQs (Word), FAQ question banks, a reusable PR-FAQ slide template, and populated one-pagers.

REUSABLE PATTERN

Standardise the method and the template once; let AI populate both from rough inputs every time.

AI TOOLS & COMPONENTS

Word generation

Slide template

Design system

Working Backwards method

Category	Our Delivery
Sector	Medtech / Delivery
Tools used	4
Case study	06 of 06

See how this pattern could apply inside your business.

START THE CONVERSATION